About IBM WebSphere Business Integration

IBM, the world's largest information technology company, and 80 years of business leadership, offers the widest range of middleware and operating systems to help over 5,000 customers worldwide create e-businesses. IBM WebSphere Business Integration software integrates enterprise business processes and manages billions of transactions per day. For more information about IBM WebSphere software, go to: http://www.software.ibm.com.

Siebel Systems, Inc. is a leading provider of eBusiness applications software, enabling corporations to sell to, market to, and serve customers across multiple channels and lines of business. With more than 3,500 customers worldwide, Siebel Systems provides organizations with a proven set of industry-specific best practices, CRM applications, and business processes, empowering them to consistently deliver superior customer experiences and establish more profitable customer relationships. Siebel Systems' sales and service facilities are located in more than 28 countries.

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A *FREE EXECUTIVE SEMINAR*

Reducing the Cost and Risk of Application Integration

November 5, 2002
Grand Hyatt Washington
Washington D.C.

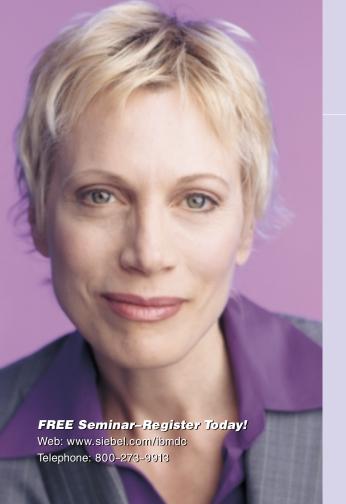*Register Today!*
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Diverse application environments. High integration costs. Long deployment times. How do you integrate your end-to-end business processes to save costs and improve efficiency? Introducing the cost-effective, time-saving solution that reduces the risk and complexity of application integration.

Learn about IBM and Siebel Systems' new joint integration solution that supports Universal Application Network. It represents the combined strength of each company to help you:

- **Deploy prepackaged, industry-specific, end-to-end business processes** that span multiple applications—not just CRM to ERP—and extend across organizational boundaries

- **Respond quickly to changing market conditions** through flexible and configurable business processes

- **Reduce deployment risk and minimize the total cost of ownership of integration** by leveraging proven standards-based integration infrastructure technology that is robust, highly scalable, and reliable

- **Eliminate the need for custom solutions** with prebuilt integration solutions for packaged, legacy, and ERP applications such as SAP R/3, Oracle, PeopleSoft, Amdocs, i2, and Portal

- **Choose best-in-class applications** instead of being locked into a single vendor's proprietary product suite

Universal Application Network is an innovative customer-centric solution that solves the complex multiapplication integration problem within and across the enterprise in a highly cost-effective way. It is the first and only standards-based, best-in-class solution that fully meets the key objectives of enabling organizations to deploy end-to-end, industry-specific business processes while reducing the cost, complexity, and time of cross-application integration.

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Keynote Speaker: Jeffrey Comport is vice president and research fellow in Gartner Research. Mr. Comport has more than 20 years of experience in packaged software application conceptualization, design, development, implementation, and marketing. Before joining Gartner, Mr. Comport was vice president of strategic planning for Integral Systems, where he led the transition from mainframe to C/S packaged products. Mr. Comport earned a master's degree in economics from the University of California at San Diego.

Agenda Tuesday,	November 5, 2002
8:30 a.m.–8:45 a.m.	Registration
8:45 a.m.–9:45 a.m.	Gartner Assessment: The Integration Challenge
9:45 a.m.–10:45 a.m.	IBM and Siebel Systems' Joint Solution to the Integration Dilemma
10:45 a.m.–11:00 a.m.	Break
11:00 a.m.–12:00 p.m.	Customer Case Study and Open Discussion Facilitated by Gartner

IBM and Siebel Systems Working Together

Learn how IBM and Siebel Systems can help you quickly realize the benefits of cost-effective business integration. **Register today!**

Tuesday, November 5, 2002
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